



August 22, 2002

M. Fadok, Examiner
Commissioner for Patents
USPTO
Washington, DC 20231

3625

#4

9-10-02 Ch

Transmittal of Formal Drawings

Mary Lou Floyd

Customer no. 28227

Title of Application: ShopByBrands

App. No. 09681629

Date filed: 05/13/2001

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SEP 11 2002
GROUP 3600

✓
Please add the enclosed Microsoft PowerPoint (6 full page slides and 13 pages of a presentation) pages to my application. These were recently prepared to help visualize my proposal for potential funders. They should also serve to assist with my patent application. Thank you.

Mary Lou Floyd

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Done

Start

America's Online powered by Verizon DSL - [Shop By Brands]

File Edit Print Window Sign Off Help

Mail

Read Write Print People

Services Settings Favorites

Shop Shop Internet AOL Help My Favorites Calendar My Radio View on Verizon

<http://www.shopbybrands.com/>

Go

Search Keyword

Shop By Brands

The only way to shop on and offline

www.ShopByBrands.com is designed to be the faster and more satisfying way for consumers to shop both on and offline. Consumers use an exclusive brand name search engine that delivers them right to a company's URL link and more. Consumers are also delivered directly into a company's shopping environment; no unnecessary homepages, guessing which link to click on next or the need to access difficult site maps.

www.ShopByBrands.com will give brand name companies more control over their experiential branding on the web. It will allow them to more successfully satisfy their online customers by facilitating online transactions and leads and in store sales.

This application and online model is currently patent pending and is seeking funders to continue and complete its online introduction. For more information, please contact Mary Lou Floyd at marylou@shopbybrands.com. Thank you for your interest.

Microsoft PowerPoint

10:06 AM

America Online powered by Verizon DSL - [Shop By Brands]

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My Favorites

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Radio

Search

Keyword

Go

http://www.shopbybrands.com/

Shop By Brands

The only way to shop on and offline

Shop By Brands

Product Category

(enter product type here)

Brand Name

(enter brand name here)

Enter a name in at least one search box above to find the brand name site(s) and shopping information.

Shop By Brands

The only way to shop on and offline

Shop By Brands

hartman

luggage

Enter a name in at least one search box above to find the brand name site(s) and shopping information.

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www.hartmann.com

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www.hartmann.com

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15% off
Introductory Offer
The new lighter weight
"Lightspeed"
luggage collection

www.hartmann.com

Find where Hartmann
products are sold near
you!

Print
Coupon



www.ShopByBrands.com

**Creative Development and Proposal
By
Mary Lou Floyd**

ShopByBrands is...

...a new and faster way to initiate a more satisfying online shopping experience. www.ShopByBrands.com is an e-selling destination on the web that:

- 1) consolidates virtually all brand name companies onto one site, greatly simplifying the searching and locating of brand name web sites and**
- 2) provides an enhanced marketing environment, allowing consumers to skip corporate homepages and site maps and get right to the shopping information they're looking for.**

Why ShopByBrands?

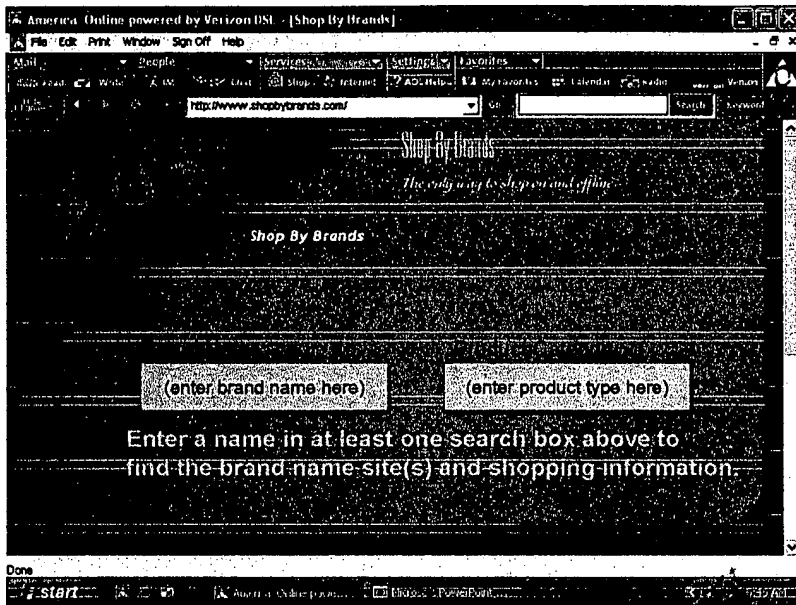
BECAUSE...

- consumers have more impactful brand experiences on the web, they need to be provided a more efficient way to locate brand web sites
- consumers begin their online shopping by searching for brands on search engines, they need help in recalling brand names and then sorting through search results
- brand names are increasing their use of the web to develop and improve brand loyalty, they need to combine their online and offline marketing efforts



1. Brand Web Sites

- Consumers prefer to shop and buy direct from brand name companies
- Consumers feel brand web sites offer convenience, best price and most complete selection of merchandise
- As the dot.coms fade, brands are becoming the great differentiator on the web
- 81% of consumers rank trust in the brand name as the most influential factor in their online shopping experience
- Brand awareness is higher on the web than in a brick and mortar environment
- Major U.S. brand companies have an average of 6 web sites



2. Brand Names Search

- Search is offered more often on retail web sites than personalization, chat and comparison shopping
- Consumers search for trustworthy brands even if the prices are higher
- 93% of searches on B2B e-commerce sites failed
- 56% of searches on B2C catalogue sites failed
- Experiential branding on the rise, although not always under the brand's control on the web
- Impatient consumers don't want to search wide for new brands; evoke a set of recalled brands they are already aware of
- Consumers don't really want to search for brands and products; just want to go straight to the site

Search Scenarios

- ❑ Brands not easy to spell
 - ❑ Hartmann or Hartman ?
 - ❑ Weber or Webber ?
- ❑ Brand names not easy to remember
 - ❑ Timberland or Timberline ?
- ❑ Can't remember all or any brand names

Search Scenarios

- ⊙ Well known, easy-to-find Brand Name
 - ❑ www.att.com
 - ❑ www.macys.com
- ⊙ Brands known by more than one name
 - ❑ GE or General Electric
 - ❑ A/X or Armani Exchange
- ⊙ Brands with the same name
 - ❑ Delta (airline or faucet?)
 - ❑ Lowes/Loews (hardware or movie theaters?)

1. Well-known easy-to-find brand names

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Mail Home People Services Shopping Favorites

http://www.splcy.comet.com/offers/24vdyahoo.html

YAHOO! Too Much Debt? Debtscape

Search Results at&t Search Advanced Search Sponsored by CUMPA

Your search: at&t Summary | Categories | Web Sites | Web Pages | News | Research Documents

Inside Yahoo! Matches

Mobile Store: shop for AT&T Phones & Plans at Yahoo! Mobile Store Store
 Auctions: over 30 AT&T on Yahoo! Auctions
 Yellow Pages: find an AT&T anywhere in the U.S.
 Financial Info: AT&T headlines
 • Stock: quote, chat, and message board

Search Books!
 Barnes & Noble
 • AT&T
 • Search Music
 • Search Movies

Category Matches 1 - 4 of 7 | Next >

- Telecom > AT&T
- Cable Operators > AT&T Broadband
- Cellular Providers > AT&T Wireless
- Network Service Providers > AT&T Services

Sponsor Matches What are Sponsor Matches?

- Free Phone Plus Free Off-Peak Calling - Free Nokia 5165. No rebate required. Local, ...

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2. Brands known by more than one name

America Online powered by Verizon DSL [Google Search: ge]

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Mail Home People Services Shopping Favorites

http://www.google.com/search?hl=en&q=ge&btnQ=Ooc

Google Advanced Search Preferences Language Tools Search Tips

Web Images Groups Directory

Searched the web for ge Results 1 - 10 of about 7,760,000. Search took 0.18 seconds.

Category: Business > Industries > Manufacturing > Consumer Products

Show stock quotes for
 GE (General Electric Company)

GE Home page - We bring good things to life
 ... 1. Select Product Type GE Silicones Americas ...
 Description: Products and services including consumer appliances and repair, fighting products for home improvement...

Category: Business > Industries > Manufacturing > Consumer Products
 www.ge.com/ - 81k - 24 Mar 2002 - Cached - Similar pages - Stock quotes: GE

GE Fund
 GE Home GE Business Corporate Info GE in the Community
 GE Fund GE Efun Philippe Awards, GE Stock, ...
 www.ge.com/community/fund/ - 23k - 24 Mar 2002 - Cached - Similar pages
 [More results from www.ge.com]

Sponsored Links
 500,000+ Appliance Parts
 20,000+ Part Photos, Repair Help
 Same Day Shipping, No Trade Return
 www.repairclinic.com
 Interest. See your message here.

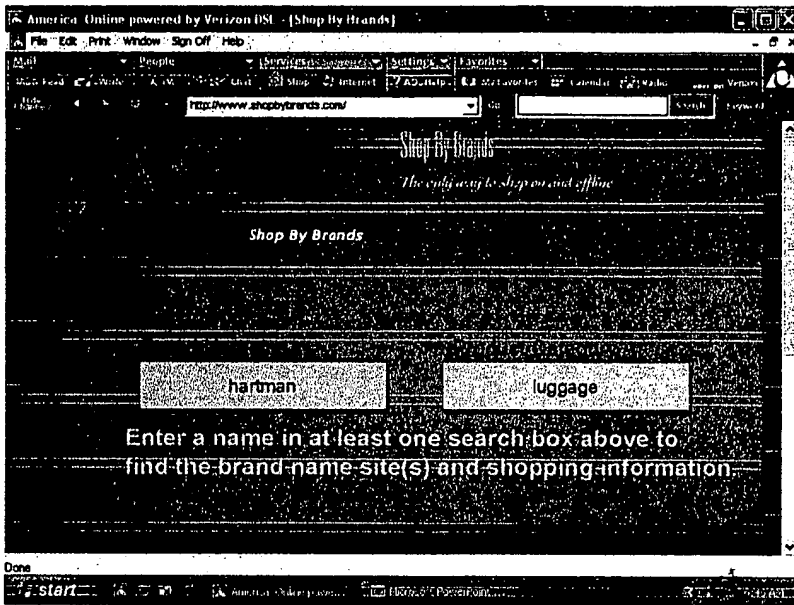
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3. Brands with the same name

The screenshot shows a web browser window with the Altavista search engine. The search bar contains the word "delta". Below the search bar, there are links for "Web", "Image", "Audio", "Video", "Directory", and "News". A banner advertisement for "Put this Tiny Wireless Video Camera ANYWHERE!!!" is displayed. Below the banner, there are several search results for "delta", including "Fountain Pen Showcase - Delta" and "Delta Faucets". The browser's address bar shows the URL "http://red.doubleclick.net/AdUnit/504.TMP.com/5923532.7?".

4. Brands not easy to spell

The screenshot shows a web browser window with the Lycos search engine. The search bar contains the word "hartman". Below the search bar, there are links for "Web", "Image", "Audio", "Video", "Directory", and "News". A banner advertisement for "PINK NOW ON LYCOS MUSIC" is displayed. Below the banner, there are several search results for "hartman", including "Hartman on Sale at Irv's" and "Hartmann Luggage - in Depth". The browser's address bar shows the URL "http://search.lycos.com/linehtml/full.asp?pw=1&doc=se".



Best Available Copy

3. Online/Offline Web Marketing

Customers prefer brands with both online and offline components reachable anytime and anywhere

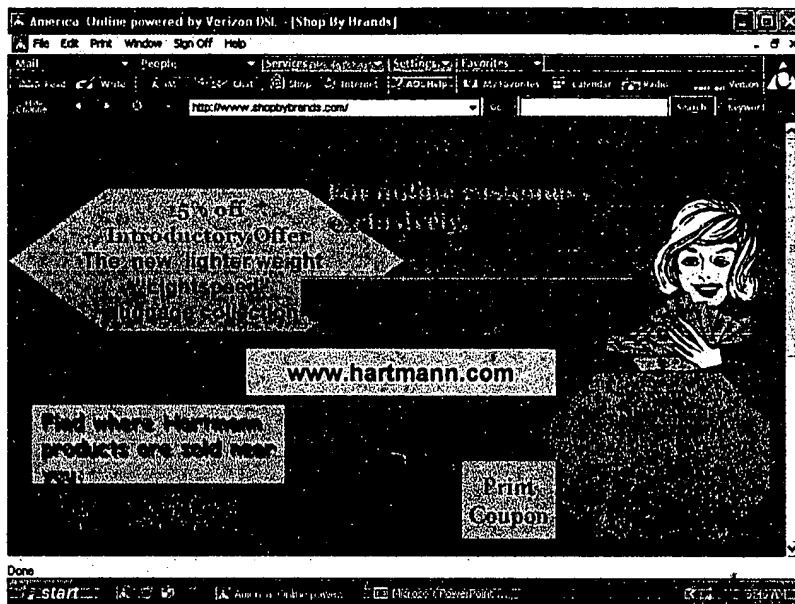
Brand web sites influence in-store purchases

- 72% of consumers prefer to browse and comparison shop on web

- 84% prefer to buy in the traditional manner

Flexibility of shopping online and purchasing and fulfillment at brick outlets

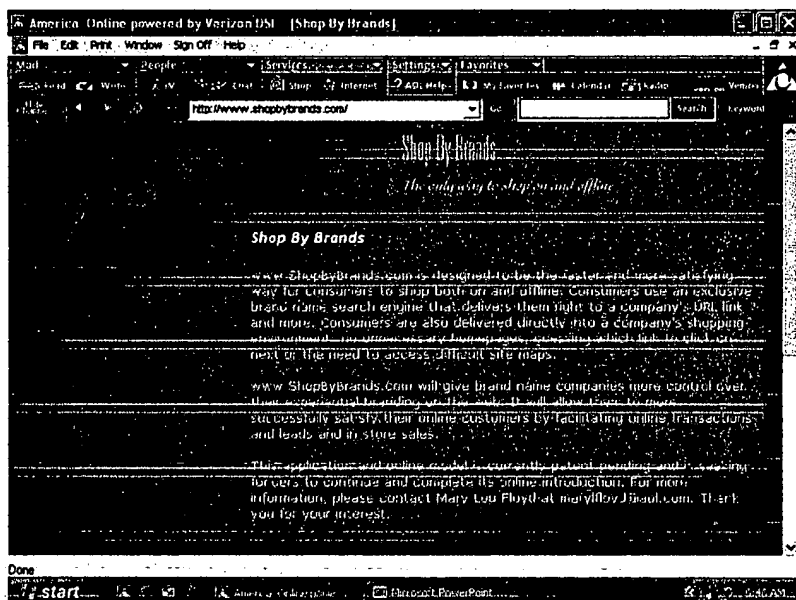




Next Steps...

- 1. With concept proposal, URL and patent, secure VC funding to research and complete business model, build search engine and launch as its own company and web site**
- 2. With proposal, URL, patent, business model and search engine, sell to a community or media web site for its own launch**
- 3. Execute the entire project on staff at a marketing, community or media internet company**
- 4. Partner with friends and peers involved in the Industry**

Back-Up



PAIR Page - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks: Netsite http://pair-direct.uspto.gov/cgi-bin/final/bisearch.pl

Yahoo! Lycos

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PATENT APPLICATION INFORMATION RETRIEVAL

PATENT APPLICATION Number: 09/681,629

Proj. Publication Date:	11-14-2002
U.S. Filing Date:	05-13-2001
PCT Filed:	
PCT Number:	
Title of Invention:	Shop by brands internet (online) portal
Inventor Name(s):	Mary Floyd, Union Cty, NJ
Correspondence Name and Address:	
Assignee Name and Address:	

Other Links

USPTO

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PAIR Page - Netscape

File Edit View Go Communicator Help

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Bookmarks: Netsite bin/final/cusurns.pl?username=Mary-Lou-Floyd&USERCODE=123&ApplicationNumber=9681629

Yahoo! Lycos

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PATENT APPLICATION INFORMATION RETRIEVAL

Search results for application number: 09/681,629

Application Filing Date:	05-13-2001	Class / Sub Class:	705/026.000
Issue Date of Patent:		Location:	REPOSITORY CENTRAL FILES OVERFLOW FOR TC'S 1700, 2100, 2600 & 2800
Examiner Name:	FADOK, MARK A	Status:	Docketed New Case - Ready for Examination
Group Art Unit:	3625	Attorney Docket Number:	
Earliest Publication No.:		Patent Number:	
Earliest Publication Date:		Customer Number:	28227
Confirmation Number:	5777		

Other Links

USPTO

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Research sources:

- Forrester Research Inc. Technographics Study
- Creative Good Research
- American Express Survey
- Columbia Business School and Wharton School ongoing study
- University of Auckland Study
- ANA Website Benchmarking Survey
- Sears.com data

Forrester Research Inc. Technographics Study

- prefer to shop and buy direct from brand name companies
- want brands with both online and offline components reachable anytime and anywhere
- have more impactful brand experiences on the web
- begin their web shopping by searching for brand names on search engines
- Best price, most complete selection and convenience
- offered more often on retail web sites than personalization, chat and comparison shopping
- 93% of searches on B2B e-commerce sites failed

American Express Survey

- 81% of consumers rank trust in the brand name as the most influential factor in their online shopping experience
- 72% of consumers prefer to browse and comparison shop on web; 84% prefer to buy in the traditional manner

185
OFFICE

sears.com data

- Brand web site influences in-store purchases
- pick up and return purchases on the web to brick outlets - sears.com data
- As the dot.com era fades to the background, Brands are becoming the great differentiator between web sites today
- Experiential branding is on the rise although it's not always under the brand's control on the web

ANA Website Benchmarking Survey

- Major U.S. brand companies. have an average of 6 web sites
- Major increase in use of web to develop and improve brand loyalty

University of Auckland Study

- Brand awareness is higher on the web than in a brick and mortar environment

Columbia Business School and Wharton School ongoing study

- Impatient consumers don't want to bother searching widely for new brands; searching for evoked set of recalled brands they already are aware of
- search for trustworthy brands even if the prices are higher
- don't really want to search for brands and products, just want to go straight to the site

Creative Good Research

- 56% of searches on B2C catalogue sites failed